

LISKEARD TOWN COUNCIL

AT A MEETING of the COMMUNICATION AND ENGAGEMENT COMMITTEE held in the Council Chamber at 7.30 pm on Tuesday 2 September 2014 there were present:

Councillor Rachel Brooks - in the Chair

The Deputy Mayor Councillor Jane Pascoe - Ex-officio

Councillors: Roger Holmes, Anne Purdon, James Shrubsole, Lorna Shrubsole and Hella Tovar

Town Clerk; Mr Steve Vinson

Locum Town Clerk Sue Lee

Minutes Clerk; Mr Stuart Houghton

Member of the Public: None

The Chairman advised of Housekeeping matters

255/14 APOLOGIES

Apologies were received from the Mayor, Councillor Phil Seeva and Councillor Sue Pike

256/14 DECLARATIONS OF INTEREST

No declarations of interest were made either Registerable or Non Registerable.

257/14 MINUTES OF THE MEETING HELD ON TUESDAY 1 JULY 2014

The Chairman proposed, Councillor Purdon seconded and the Committee **RESOLVED** that the Minutes of the meeting held on the 1 July 2014 were approved

258/14 CLERKS REPORT

The Town Clerks report on actions since the last meeting had been circulated.

259/14 BUDGET TO 31 JULY 2014

The budget to the 31 July 2014 was noted. The format of the report would be changed to include additional information in line with the TIC report.

260/14 SIGNAGE

a. Granite Plinths and Map Panels

The Chair announced that the panels for the granite plinths would be delivered to the

office this week. She thanked Councillors Tovar, Pike and L. Shrubsole for their work in preparing the details of the walks.

The Chair and Town Clerk would visit the quarry next week to deliver the maps and arrange for the completion of the plinths. The launch date had to be confirmed, it could now be in October to coincide with the opening of the new displays in the Museum.

The Chair asked members to give thought for a person to launch the maps, did anyone know if the Museum had anyone in mind? Councillors suggested the Town Crier or the Lord Lieutenant of Cornwall.

b. Finger Signs

The Chair reported that an order had been issued to Cormac for the purchase and installation of the finger post signs, there would be about a 10 week lead in period. It was now time to reform the Signage Group to progress Phase II, some signage would be the responsibility of Cornwall Council Highways.

c. Town Centre Display Maps and Leaflets

The new Town Centre map was published on the Website, consideration should be given to placing them in car parks etc. where the granite plinths were not placed. A small alteration might be required on the maps for "you are here" feature' Graphic Words should be asked to quote for this change as they had provided an excellent service and done more work than had been anticipated.

A new Town leaflet was needed, with the new Town map in the centre. The leaflet should be distributed at strategic locations in the Town and also at Looe. Another suggestion was that the leaflet could be displayed at HMS Raleigh at Torpoint; every year about 25k sailors pass out from the establishment and many parents visit the area for the events. Quotations would be required for the production of the new leaflet, and amendment to the town maps, from Graphic Words.

261/14 PARKING CONSULTATION

1. On Street Parking in Well Lane and Market Street

The Chair requested volunteers to assist in consulting with Traders about the proposal, Councillor L. Shrubsole volunteered to assist the Chair with the consultation.

2. Parking Period

The Chair informed the committee that a limited consultation about the duration of on street parking at either 30 or 60 minutes, had been made at the Liskeard Show. The feedback was slightly in favour of a 30 minute period (57% to 43%). This was born out by the discussion; Councillors had received comment that 60 minutes was

correct whilst others thought they could not park and wanted a shorter period. It was thought that due to costs it would not be practicable to trial a period as a separate traffic order would be required to change the waiting period.

It was agreed not to take any action about the parking period.

262/14 TIC REPORT

The report as circulated and discussed.

263/14 BUDGET SETTING 2015

The Chair informed Members that the time had arrived to think about what should be included in next years budget and requested suggestions, which included;

- TIC opening hours would be discussed next week
- Receiving additional devolved services from Cornwall Council
- Signage Phase II
- Advertising/publicising the Towns history
- Make more of the World Heritage Site location
- New Town leaflet
- Liskeard in Bloom/coordinated flower displays
- Street bunting

264/14 OPENNESS OF LOCAL GOVERNMENT BODIES REGULATIONS 2014

The Town Clerk's report contained the latest information and informed Members that CALC were preparing guidance notes and templates for the interpretation of the law.

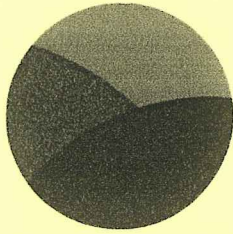
It was agreed that this item should be included in the Agenda for the next months meeting and that the information available would be circulated.

265/14 CORRESPONDENCE

None

266/14 DATE OF NEXT MEETING

The next Communication and Engagement Committee meeting would be at 7.30 pm on Tuesday 7 October 2014.



VISIT LISKEARD
FOR THE EXPLORER IN YOU

Update since 25th June 2014

Liskeard Information Centre

- Foresters Hall, Pike Street, Liskeard, PL14 3JE
 - Tel 01579 349148, Fax 07092 399866
- tourism@liskeard.gov.uk
www.visitliskeard.co.uk

Visitor Numbers

As you can see from the attached figures, visitor numbers in both June and July were up slightly on the same time last year, to date in August we have had 792 visitors, bearing in mind there is a few days left in the month I expect final figures to be in line with the same time last year.

Ticket sales have been very good, RNAS Culdrose air day again proved very popular and we earned nearly £124 commission from their ticket sales alone. Overall gift sales are up almost 50% on the April-August period last year and credit card sales have accounted for around 42% of all sales.

TIC Activities

As always at this time of year our main focus switches from projects to dealing with customers through the door as footfall increases.

Along with the caretakers and the museum curator, Clare, Bob and I were trained in how to get somebody out of the lift if the power fails.

Website

We have continued to work on the website when time allows, Clare and I have added events as we receive them and are now able to add images when we have them which makes the events pages on the website much more attractive. I have also created a page for the South East Cornwall walking festival which I have linked to from the front page of our website – we are keen to promote local walking events as the town is a Walkers Are Welcome town.

The website is equipped with Google Analytics to monitor how well the website is performing. To be honest the system is quite confusing, I can get basic information from it but am not sure how to interpret it. It would be useful for both Clare and I to attend a training course in order to get the most out of the system.

Out of interest, since launch some figures for the Visit Liskeard website: sessions – 3,209, users – 2,043, page views – 9,929, average session duration – 3 minutes 48 seconds. 63.7% returning visitors. Most popular page is What's On, most numerous referrals to site are from Your Liskeard (32%), Liskeard Town Council (29%) – shows the interlinked websites are working well, followed by Liskeardcornwall.com (13%) and Visit Cornwall (8%). These figures can be broken down monthly and there are many other figures that the Analytics can provide, I would welcome advice on what you feel would be useful for me to report on.

- Vicky Cutts
25th August 2014